

Application No. 09/749,255  
Reply to Office Action of November 3, 2004

**Amendments to and Listing of the Claims:**

Please cancel claims 1, 6-9 and 13-27, amend claims 2-5 and 10-12 and add new claims 28-40 as follows:

1. (canceled)
2. (currently amended) The method of claim [[1]] 28, wherein at least one of the IPG ads or at least one of the programming ads is a targeted ad, thus forming a targeted IPG-programming ad combination.
3. (currently amended) The method of claim 2, wherein the targeted IPG-programming ad combination is assigned to at least one subscriber group, the at least one subscriber group comprising at least one subscriber.
4. (currently amended) The method of claim 3, wherein the targeted IPG-programming ad combination is formed prior to the assignment of the combination to the at least one or more-subscriber groupsgroup.
5. (currently amended) The method of claim 3, wherein the targeted IPG-programming ad combination is formed subsequent to the assignment of at least one IPG ad or at least one programming ad to the at least one or more-subscriber groupsgroup.

Application No. 09/749,255  
Reply to Office Action of November 3, 2004

6-9. (canceled)

10. (currently amended) The method of claim ~~[[9]]~~ 28, wherein ~~the interactive viewer interaction with an IPG ad~~ allows a viewer to request additional information regarding a particular linked programming ad ~~or IPG ad including directly accessing a website via the IPG ad.~~

11. (currently amended) The method of claim ~~[[9]]~~ 28, wherein ~~[[a]]~~ viewer interaction with ~~said an~~ IPG ad causes a related linked programming ad to be subsequently displayed.

12. (currently amended) The method of claim ~~[[1]]~~ 28, wherein ~~the~~ at least one IPG ad is displayed in the IPG when the IPG is invoked during the presentation of one of the programming ads.

13-27. (canceled)

28. (new) A method of enhancing the effectiveness of IPG ads and programming ads in a television network environment, the method comprising:

(a) storing an IPG ad queue, the IPG ad queue containing an ordered list of IPG ads;

(b) storing a programming ad queue, the programming ad queue containing an ordered list of programming ads;

Application No. 09/749,255

Reply to Office Action of November 3, 2004

(c) linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination;

(d) displaying one or more IPG ads from the at least one IPG-programming ad combination in the IPG when the IPG is invoked immediately prior to or immediately subsequent to the display of a programming ad, wherein the IPG ads are displayed in accordance with the IPG ad queue; and

(e) reordering the IPG ad queue in accordance with the displayed programming ad.

29. (ncw) The method of claim 28 further comprising:

(f) reordering the programming ad queue according to the displayed programming ad.

30. (new) The method of claim 28 wherein at least one of the IPG ad queue and the programming ad queue includes unscheduled ads.

31. (new) A method of enhancing the effectiveness of IPG ads and programming ads in a television network environment, the method comprising:

(a) storing an IPG ad queue, the IPG ad queue containing an ordered list of IPG ads;

(b) storing a programming ad queue, the programming ad queue containing an ordered list of programming ads;

(c) linking at least one IPG ad with at least one programming ad to form at least one IPG-programming ad combination;

Application No. 09/749,255  
Reply to Office Action of November 3, 2004

(d) displaying one or more IPG ads from the at least one IPG-programming ad combination in the IPG when the IPG is invoked immediately prior to or immediately subsequent to the display of a programming ad, wherein the IPG ads are displayed in accordance with the IPG ad queue; and

(e) reordering the IPG ad queue in accordance with a reordering of the programming ad queue.

32. (new) The method of claim 31 further comprising:

(f) reordering the programming ad queue according to the displayed programming ad.

33. (new) The method of claim 31 wherein at least one of the IPG ad queue and the programming ad queue includes unscheduled ads.

34. (new) The method of claim 31, wherein at least one of the IPG ads or at least one of the programming ads is a targeted ad, thus forming a targeted IPG-programming ad combination.

35. (new) The method of claim 34, wherein the targeted IPG-programming ad combination is assigned to at least one subscriber group, the at least one subscriber group comprising at least one subscriber.

Application No. 09/749,255  
Reply to Office Action of November 3, 2004

36. (new) The method of claim 35, wherein the targeted IPG-programming ad combination is formed prior to the assignment of the combination to the at least one subscriber group.

37. (new) The method of claim 35, wherein the targeted IPG-programming ad combination is formed subsequent to the assignment of at least one IPG ad or at least one programming ad to the at least one subscriber group.

38. (new) The method of claim 31, wherein viewer interaction with an IPG ad allows a viewer to request additional information regarding a particular linked programming ad.

39. (new) The method of claim 31, wherein viewer interaction with an IPG ad causes a related linked programming ad to be subsequently displayed.

40. (new) The method of claim 31, wherein at least one IPG ad is displayed in the IPG when the IPG is invoked during the presentation of one of the programming ads.